



NORTH CAROLINA

APPLE FESTIVAL

HENDERSONVILLE

2026 SPONSORSHIP BOOKLET

SEPTEMBER 4-7, 2026

Connecting
brands with
250,000+
festival-goers
in the heart of
Hendersonville!

FESTIVAL OVERVIEW

Held annually over Labor Day Weekend in Hendersonville, North Carolina, the NC Apple Festival has been a beloved community tradition for 80 years. Widely regarded as one of the premier street fairs in the Carolinas, the festival celebrates local apple growers, regional artisans, classic festival food, and free live entertainment on Hendersonville's historic Main Street.

This signature event draws hundreds of thousands of visitors and showcases the heritage, agriculture, and small businesses that make Western North Carolina unique.

WHY SPONSOR?

Sponsoring the NC Apple Festival is more than visibility; it's a strategic investment in both brand awareness and community connection. Sponsors benefit from targeted marketing, strong regional exposure, and meaningful on-site brand presence before, during, and after the event.

Your support directly fuels the festival's mission to promote the heritage and economic significance of apples, apple growers, and the agricultural community across Henderson County and the state of North Carolina. By partnering with the NC Apple Festival, your brand becomes part of a trusted tradition that strengthens our local economy and connects you with a loyal, multi-generational audience.

FESTIVAL VISITORS:

The NC Apple Festival attracts more than **250,000** attendees annually, including:

- **30%** from Henderson County
- **20%** from the rest of Western North Carolina
- **20%** from the Upstate of South Carolina
- **10%** from the Charlotte metro area
- **20%** from across the Southeastern United States

**based on data from a 2013 economic impact study*

MEASURABLE IMPACT

from the 2025 Festival:

- Public Relations: **10** scheduled press stories and **11+** organic media placements
- Website: **125,000+** visits (Aug 1 – Sept 8, 2025)
- Social Media: **1.7 million** views and **24,900** engagements (July 1 – Sept 8, 2025)

These numbers translate to meaningful regional reach, sustained brand exposure, and strong audience engagement for our partners.

FESTIVAL PROMOTION

- **Social Media:** Organic and paid advertising across Facebook and Instagram
- **Traditional Media:** Print advertising and radio promotion
- **Public Relations:** Ongoing outreach to television, print, and digital media before and during the festival

2026 SPONSORSHIP LEVELS

Benefits	Presenting Sponsor - AdventHealth	Entertainment Sponsor \$10,000 (New)	T-Shirt Sponsor \$5,000 (New)	Parade Sponsor \$5,000 - Pardee	Food Court Sponsor - Renewal by Anderson	Double Booth Vendor Sponsor \$6,000	Single Booth Sponsor - Secured	Honeycrisp Community Sponsor \$2,000	Gala Community Sponsor \$1,000
Recognition in Marketing & Media (levels vary)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Vendor Booth Space	✓	Promo tent near stage			✓	✓	Exhibition Block (6th Ave)		
On-Stage Opportunity	Opening Ceremonies	Contest / Other							
Entertainment Banner Logo Placement	✓	✓	✓	✓	✓	✓	✓	✓	Name only
Featured website placement	✓	✓	✓	✓	✓				
Logo on Sponsors Webpage	✓	✓	✓	✓	✓	✓	✓	✓	Name only
Logo on 1,000+ T-Shirts	✓		✓						
Exclusivity	✓	Limited to two non-competing	Limited to two non-competing	✓	✓	Limited to 10 vendors	Limited to two vendors		

Interested in a custom opportunity or unique partnership?

Our custom sponsorships begin at \$5,000. Ideas include, but are not limited to: drink, transportation, water, etc. We'd love to build something that works for your brand.

Sponsorships must be secured by July 10, 2026. Sponsorship spots are not guaranteed until payment has been received.

Sponsor vendors may not sell items from their booth.



CONTACT & NEXT STEPS

Summer Stipe

Fundraising, Marketing & Administrative Coordinator

apple@ncapplefestival.org

828.243.2338 (text or call)

ncapplefestival.org

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